

INTRODUCTION

- A. Every United States Coast Guard Auxiliarist has a responsibility for recruiting and retaining members. The **elected officers** and those specifically appointed as **Personnel Services Staff Officers** have a more acute level of responsibility.
- B. The **Personnel Services Staff Officer** has one of the more important jobs in the Auxiliary . It is a job that requires close coordination with the elected leaders and other unit staff officers, Personnel Officers at other levels, and with all members of the unit. Personnel Officers are responsible for planning, coordinating, and overseeing the execution of all unit programs designed to recruit new members. Furthermore, they monitor and foster the morale of the unit as a whole, as well as each individual member. In accomplishing this mission, they act as a salesperson, morale officer to the members, trusted advisor to the elected officers and staff and a true people-oriented officer.
- C. A well-organized program implemented at all levels constitutes only a part of the total recruiting and retention effort.
 - 1. Flotillas, divisions and districts must prepare meaningful agendas and programs in which all members can become actively involved. These programs should be structured to include a well-organized member training program.
 - 2. Members should be encouraged to become involved in advanced levels available to them, such as: instructor, vessel examiner, operations and speciality courses. Such training will properly prepare them to cope with many tasks required to provide the necessary level of support for Auxiliary and U. S. Coast Guard programs.
- D. A well-prepared agenda,for newly recruited Auxiliarists who can become actively involved, will enhance recruiting and retention programs. A unit with well organized and well managed programs , which address members' needs and satisfaction, will soon discover high levels of productivity. The results will be rewarding to all.
- E. This Guide identifies those elected and staff functions that impact directly upon recruiting and retention. It also highlights those elements of leadership and administration which play a key role in growth and retention. This Guide contains techniques, ideas, procedures and examples that have been used with success in the past by Personnel Services Staff Officers and members throughout the Auxiliary.
- G. This publication has good suggestions for all of us—for, in reality, WE ARE ALL PERSONNEL SERVICES OFFICERS!

RECRUITING AND RETAINING MEMBERS IS JOB ONE ...

FROM THE BRIDGE . . .



"Chart Updating Needs YOUR Help"

***THE KEY TO SUCCESS
IS INVOLVEMENT !***